

Small Business Saturday



Small Business Saturday is coming up on November 28th, 2015!

Be a part of the movement by signing up to be a Neighborhood Champion. Deadline is November 9.

What is Small Business Saturday?

Small Business Saturday is an annual event held on the Saturday following Thanksgiving. Over the past five years, it has grown into a national movement to promote shopping local. In fact, 67% of Americans surveyed said they were aware of Small Business Saturday - those consumers who were aware spent a total of \$14.3 billion with independent merchants on the day.

Neighborhood Champions Program

Neighborhood Champions play a vital role in the success of Small Business Saturday. Neighborhood Champions commit to engaging at least ten small businesses to celebrate and promote the day. **Many BIDs and Chambers sign up as Neighborhood Champions themselves, while others may recruit one or more member businesses to register.**

Neighborhood Champions Receive:

- Emails with planning tips, guides, and creative event ideas from seasoned Champions
- Small Business Saturday Event Kits that include free marketing resources such as branded signage, bags, pens, and balloons for each of the small businesses hosting an event (while supplies last)

How to get involved!

1. Forward this message onto others who may be interested in signing up and supporting Small Business Saturday!
2. Customize and download free marketing materials to promote your small business
3. Sign up to be a Neighborhood Champion yourself by engaging with ten small businesses to receive an event kit that helps to celebrate the day!

Sign Up [HERE](#)
or for more information, click [HERE](#)

